

'WHAT A MAN!'

A MONOGRAM PICTURE

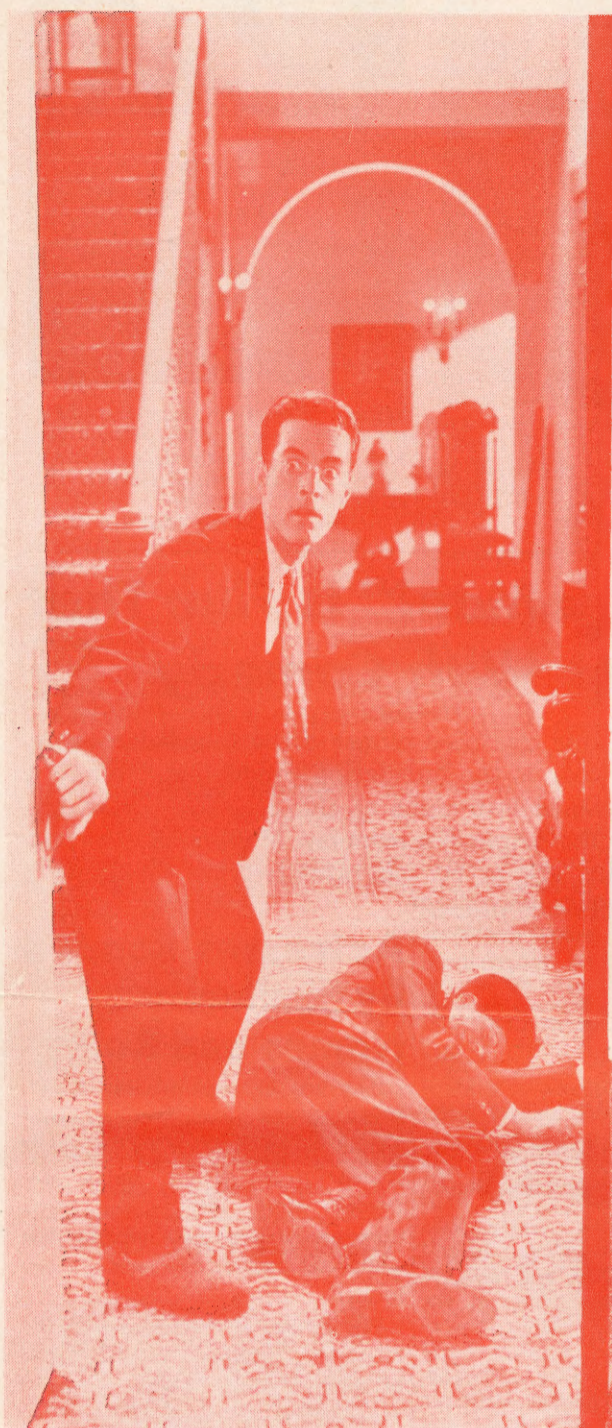
with

JOHNNY DOWNS
WANDA MCKAY
ROBERT KENT

Produced by
Barney A. Sarecky

Directed by
William Beaudine

Running Time	67 minutes
Footage	6008 feet
M. P. P. D. A. No.	9773



THE CAST

Henry Burrows.....**JOHNNY DOWNS**
Joan Rankin.....**WANDA MCKAY**
Steve Jackson.....**ROBERT KENT**
Beulah.....**ETTA McDANIELS**
Prewitt.....**HARRY HOLMAN**
Constance.....**LILLIAN BRONSON**
Detective.....**WHEELER OAKMAN**
Doctor.....**JOHN INCE**
Parsons.....**I. STANFORD JOLLEY**
Boyle.....**JACK GARDNER**

CREDITS

Produced by
BARNEY A. SARECKY
Directed by
WILLIAM BEAUDINE
Original Screenplay
WILLIAM X. CROWLEY
and
BERYL SACHS
Sound
GLEN GLENN
Photography
MARCEL LE PICARD
Film Editor
CARL HIMM

Here's the Story

(Not for Publication)

Henry Burrows, timid white collar worker for the firm of Rankin & Phillips, finds an uninvited tenant in his bachelor home when he discovers Joan, who has taken refuge there. He also becomes involved with the police when a gangster is killed on his doorstep. The police tell Henry that the gangster's moll has escaped. Joan, wanting to stay at Henry's, feigns illness, and when Henry calls the doctor the latter assumes that Joan is his wife, later spreading the news at the office when they call to check on the reason Henry has not put in an appearance. The firm is undergoing an investigation, and Henry has previously submitted a certain plan to reorganize it, but the plan was turned down. When the investigators come in they oust the old manager, approve of Henry's new plan, and make him the manager. In the meantime he has fallen very much in love with Joan, but still doesn't really know who she is, although he thinks she is the gangster's moll. He arrives home jubilant after his appointment as manager, to find Joan gone. At the same time a story appears in the papers that the gangster's moll has been apprehended. Henry goes to the jail only to discover that Joan and the gangster's moll are not the same girl. He tries to locate Joan, but fails until one day Mr. Rankin visits him, and reveals that Joan is his daughter; that she had taken refuge in Henry's home because of the difficulties at the firm's office; and that she was holding papers which some men in the firm wanted to destroy. Now that the situation is straightened out, Henry soon afterward proposes to Joan, and is accepted.

Comedy Due Here

(Advance)

Hailed as one of the gayest, funniest comedy-dramas of the season, Monogram's film, "What A Man!" is scheduled to open at the theatre.

Heading the cast are Johnny Downs and Wanda McKay, who meet under rather strange circumstances when Downs, a timid white collar worker, returns to his bachelor apartment one evening to discover the charming Miss McKay an uninvited tenant in his small quarters. The girl feigns illness to make sure she is not thrown out, and when Downs runs for a doctor he is implicated in the murder of a gangster on his doorstep. Police say the gangster's moll has escaped. In addition to this, Downs becomes implicated in a financial scandal at the office, and eventually falls in love with the blonde, whom he believes to be the gangster's accomplice. Aside from these entanglements, and being forced to sleep in a chair, everything is normal for bewildered Downs. The plot proceeds to a laughable climax, however, presenting some very amusing surprises.

The film was produced for Monogram by Barney A. Sarecky, and was directed by William Beaudine from an original screenplay by William X. Crowley and Beryl Sachs. The supporting cast is headed by Robert Kent, Etta McDaniels, Harry Holman, Lillian Bronson, Wheeler Oakman, and John Ince. Photography was handled by Marcel LePicard.

BANK ON MONOGRAM



PUBLICITY



"What a Man!" Is Hit as Gay, Sophisticated Comedy

(Review)

Your funny-bone is in for a restless evening if you take our advice and go to the theatre to see the Monogram daffy-drama, "What A Man!" Admittedly, the main body of the plot is the oft used—but always successful—"the worm turns" idea, but writers William X. Crowley and Beryl Sachs have been very skill-★

ful in their treatment of the light comedy, with novel twists and new situations abundant. Johnny Downs, one of Hollywood's best juvenile comedians, heads the cast, with attractive Wanda McKay as his leading woman. Miss McKay is no novice when it comes to comedy, either. Her highly praised performance in "One Thrilling Night" is equalled, if not surpassed, in the new film. Both players are delightful in their roles. Heading the supporting cast are Robert Kent, Etta McDaniels, Harry Holman and Lillian Bronson. These all turn in exceptional performances, but Miss McDaniels, as the Negro maid, wins extra laurels for herself and promotes many laughs. Players who handle featured spots adequately are Wheeler Oakman, John Ince, I. Stanford Jolley and Jack Gardner.

Everything happens to Downs in the picture, and the film is off to a happy start when he, a meek office worker, returns one evening to his bachelor apartment to discover a very pretty young lady has moved in, bag and baggage. Furthermore, she intends to stay there—with him. To make sure she will not be evicted, the pretty lady feigns illness. When bewildered Johnny runs for a doctor, he becomes implicated in a murder in the hallway of the apartment. There are many laughs and surprises then as the plot tangles further, and then untangles for a novel ending.

There is never a dull moment in the entire film, thanks to the producing and directing talents of Barney A. Sarecky and William Beaudine, respectively. Photography by Marcel LePicard is good and, on the whole, the picture is one to be enjoyed by every member of the family.

ALL-TIME WINNER

Wanda McKay was recently named by a New York photographer's bureau as one of the all-time ten most beautiful models in the United States. Miss McKay deserted the modeling profession several years ago to enter pictures. Her latest appearance is in the Monogram comedy, "What A Man!" with Johnny Downs, Robert Kent, Etta McDaniels and Harry Holman, scheduled to open at the theatre.

WHO'S THE BLONDE?



Johnny Downs, timid bachelor, returns to his apartment to discover a gorgeous blonde in his quarters. Thus begins the story of "What A Man!" Monogram comedy, at the theatre.

One Col. Scene Mat No. 1

'What A Man!' Is True-to-Times Film Story

As up-to-the-minute as the clock on the tower is the story of "What A Man!" hilarious Monogram comedy which comes to the theatre on an original screenplay by William X. Crowley and Beryl Sachs.

In the opening scenes of the story, Johnny Downs returns home to his bachelor apartment one evening to discover that a strange and very attractive blonde (Wanda McKay) has moved into his quarters. Furthermore, she intends to stay there; he can sleep on the couch. Ordinarily the authors would have their heroine take the apartment next door or across the hall. But such a situation is impossible in these times of rental shortages, and theatregoers would spot such an out-of-date procedure immediately.

Etta McDaniels, Robert Kent and Harry Holman head the supporting cast in the film, which was produced for Monogram by Barney A. Sarecky and directed by William Beaudine.

It's a Horse On Mr. Downs

Nobody could be more surprised than Johnny Downs was when a horse walked over to him and said: "Hi, buddy—that's a mighty slick suit you're wearing today."

It happened during the filming of Monogram's comedy, "What A Man!" which opens at the theatre. Downs, co-starred with Wanda McKay, was preparing for a scene with her. The animal, a well-trained picture horse, was instructed by his master to walk up behind Downs and nudge him a little with his nose.

The horse walked up to his position behind the actor, passed the casual remark, and then gave him a nudge. Johnny's mouth dropped a foot, and his eyes nearly popped from his head. The complete explanation lies in the fact that Harry Holman, character actor who is featured in the film, is an expert ventriloquist.

William Beaudine directed the film, while Barney A. Sarecky produced it for Monogram.

"BLESS YOU..."



Johnny Downs is allergic to flowers in this scene with Wanda McKay from Monogram's comedy, "What A Man!" which starts at the theatre.

One Col. Scene Mat No. 2

"What a Man!" Is Film That Sparkles With Comedy

(Review)

Worthy of being classified as one of the funniest comedy-dramas of the year is the Monogram production, "What A Man!" which opened last night at the theatre. The writers of the original screenplay, William X. Crowley and Beryl Sachs, are to be congratulated for supplying a thoroughly entertaining story filled★

with surprise twists and incidents that promote plenty of laughs from the audience.

Appearing in the leading roles are Johnny Downs and Wanda McKay, both of whom are excellent. Downs, of course, is an old hand at comedy situations, but Miss McKay, comparatively new to the screen, proves herself equally capable in sophisticated comedy. Etta McDaniels distinguishes herself among a thoroughly well selected cast, as the Negro maid in the Downs apartment. Other important roles are ably accounted for by Robert Kent, Harry Holman, Lillian Bronson, Wheeler Oakman, John Ince, I. Stanford Jolley and Jack Gardner.

From the very beginning of the story, life gets more involved for Downs as a pushed-around white collar worker. He becomes involved in a murder, finds that a strange but very attractive blonde has moved into his bachelor apartment, and is implicated in financial scandal at the office. How this knotted string of events is untied makes a very amusing piece of entertainment.

"What A Man!" shows good production handling by Barney A. Sarecky and fine direction by William Beaudine. These two have come forth with a picture that suffers never a letdown. Photography by Marcel LePicard is above par.

Don't see the picture, however, if your ribs are fragile—you're liable to split one.

Actresses Bonded By Similarity of Names and Roles

Contrary to popular assumption, Etta McDaniels, Negro film comedienne, is no relation to the other popular Negro actress, Hattie McDaniel. Most theatregoers think they are sisters, not noticing the additional "s" at the end of the former's name.

Playing the featured role of the hilariously comical maid in the Monogram comedy, "What A Man!" which opens at the theatre, Etta McDaniels begins her tenth year in motion pictures, having turned to the cinema capital from the New York stage. Some of her early picture appearances were in "The Devil Is A Sissy," "The Prisoner of Shark Island" and "Life With Henry."

Johnny Downs and Wanda McKay share top honors in "What A Man!" with Miss McDaniels, Robert Kent, Harry Holman and Lillian Bronson heading the supporting cast. Barney A. Sarecky produced the picture for Monogram, and William Beaudine directed. William X. Crowley and Beryl Sachs supplied the original screenplay.

WHAT! NO LONGIES?

Motion picture property men are always being asked to produce the impossible in the way of furniture or "hand props," but the man who worked on Monogram's hilarious comedy film, "What A Man!" which opens at the theatre, found that two very simple items constituted the toughest assignment he's had in years.

Director William Beaudine gave him the list of necessary things to gather for the picture, and all were checked off as easy-to-produce except two items. They were a pair of rubber overshoes and a suit of long underwear. Rubbers are scarce, the prop man said, because of the war, but long underwear—well, they just don't sell those things in Southern California.

He was right. Monogram had to order the longies from San Francisco.

Tinker-Toy Set Makes Tinker-Boy

Johnny Downs, who shares top honors with Wanda McKay in the Monogram comedy, "What A Man!" which comes to the theatre on is one of Hollywood's most constant producers of screwball gadgets, and his home is a veritable museum of self-closing doors, musical chairs, trick lights and similar brainstorms. It all started, he admits, when his parents presented him with a tinker-toy set when he was a child. From that time on, much to their confusion, he has found great joy in taking things apart and in creating new trinkets. Some of his ideas have proved useful, but most of them are "gags."

NOT PEDICURE—SHY CURE!



Johnny Downs, timid bachelor, helps Wanda McKay, beautiful blonde, off with her shoes and stockings so that she can take a mustard footbath in "What A Man!" Monogram comedy, at the theatre. Two Column Scene Mat No. 20



PUBLICITY



'Miss Aviation' Comes To Films

Three years ago, with a reputation as one of the most popular, beautiful and best-paid models in New York, Wanda McKay actually flew into motion pictures. This charming young lady comes to the theatre on as the leading lady in Monogram's sparkling comedy, "What A Man!" with Johnny Downs, Etta McDaniels, Robert Kent and Harry Holman.

As a result of her modeling success, Miss McKay was voted the title of "Miss American Aviation," then given a much-publicized job as a stewardess on one of the airlines. Her route was the flight between New York and Los Angeles. While in Hollywood on one trip she made her first visit to a motion picture studio, was sighted by a talent scout, and given a screen test the same day. She has remained in the film capital ever since.

Wanda, whose real name is Dorothy Quackenbush, was born in Portland, Oregon, where she attended grammar school. In Ft. Worth, Texas, she was a student at the Polytechnic High School, where she studied for a business career. After winning a beauty contest in Kansas City, she was encouraged to take a fling at modeling. For some time she was the Chesterfield girl on billboards and advertising setups throughout the country, as well as appearing on the covers of many of the magazines. It was in Birmingham, Alabama, that she won the aviation title and the publicity job.

One of her first picture successes was made with Monogram, when she played the lead opposite John Beal in "One Thrilling Night" last year. In "What A Man!" she again displays her ability with sophisticated comedy parts as the strange girl who moves into Downs' bachelor apartment, strictly uninvited, keeping her identity a puzzle throughout the story.

DEAD MAN KNOCKS



Johnny Downs answers a knock at his front door and a dead gangster falls into his living room in this scene from Monogram's comedy, "What A Man!" which starts at the theatre.

One Col. Scene Mat No. 3

Favorite Comic Of Army Circuit

Harry Holman, robust comedian who plays a featured role in the Monogram comedy, "What A Man!" which opens at the theatre, has been touring the service camps under the sponsorship of the Hollywood Victory Committee almost continually since Pearl Harbor. Holman breaks away from the shows only when his agent wires that there is a part in a picture for him. As soon as he finishes an assignment for some studio back in Hollywood, he boards a train or plane the next day, and rejoins his troupe. Johnny Downs and Wanda McKay share top honors in the current picture, with Etta McDaniels, Robert Kent and Lillian Bronson playing other featured parts.

LIFE'S EMBARRASSING MOMENTS



Johnny Downs gets his lunch at the office, discovers he has dropped wrong bundle off at laundry. A fellow worker exploits his "personals" in front of his girl friend, Wanda McKay, in Monogram's comedy, "What A Man!" at the theatre.

Two Column Scene Mat No. 21

Acting Career Has Been Mostly 'Ups' for Downs

Most everyone, in any line of business or financial pursuit, experiences ups and downs in his career. There are lean times and good times. But in the case of Johnny Downs, actor, most of his years have been filled with good luck. This is highly unusual, especially in the picture business, when an actor begins work before

the cameras as a child, works continually through adolescence and awkward years into adult roles. Johnny, 25 now, started as a youngster in Charlie Chase and Our Gang comedies.

Appearing in the leading role of Monogram's sparkling comedy, "What A Man!" with Wanda McKay, Robert Kent and Harry Holman, which is scheduled to open at the theatre, Johnny was born in Brooklyn, New York. Soon after his arrival, his father, a naval lieutenant, was assigned to San Diego, California, and it was in that city that the youngster made his stage debut in an amateur play. This appearance resulted in a series of tests, climaxed with a contract to appear in Our Gang comedies, with whom he worked for several years at the height of their popularity. Later he appeared with Chase and other comedians.

Following a number of feature-length pictures, young Johnny was taken on a vaudeville tour, later appearing on Broadway in such hit shows as "Strike Me Pink" and "Growin' Pains." In 1935 he returned to Hollywood, and immediately re-established himself in films like "Algiers," "The Plainsman" and "Adam Had Four Sons." He is a better-than-average singer, and has appeared in many hit musical comedies on stage and screen.

In "What A Man!" Downs plays a straight comedy role in a highly amusing story that was originally co-authored by Wm. X. Crowley and Beryl Sachs. Barney A. Sarecky produced the film for Monogram, while William Beaudine acted as director.

ESQUIRE GIRL

Wanda McKay, who appears opposite Johnny Downs in the Monogram comedy, "What A Man!" which comes to the theatre on has been photographed by Waxman for Esquire. A full-page portrait will appear in one of the early issues. This is one magazine in which a picture of Miss McKay has never appeared, although her activities as a model several years ago put her face and figure on the covers of almost every other book. Featured in the supporting cast with Downs and Miss McKay are Etta McDaniels, Robert Kent, Harry Holman and Lillian Bronson.

Laughing Can't Be Measured

Perhaps the most difficult problem in the filming of a screen comedy is what is commonly known as "spacing for laughs." Briefly, the problem is this: After a funny bit of action or dialogue, how much time should be allowed for the laughter of the audience to subside so that the succeeding dialogue may be heard?

This was the age-old question which confronted Monogram studios, producer Barney A. Sarecky and director William Beaudine during the filming of "What A Man!" the hilarious comedy which comes to the theatre on with Johnny Downs and Wanda McKay as the principals.

On the stage the actors are guided by the audience reaction to the comedy passages, pausing just long enough so that the next point can not be missed. But the length of the laughs and the situations that cause them are bound to change each day. Different audiences register vastly different reactions. Even so, stage actors are able to govern their performances accordingly. Not so with a motion picture, however. Once the film is released, it neither slows nor hastens its pace. As a consequence, the folk behind the production of a motion picture have to arrive at a happy medium with the spacing of pauses.

"What A Man!" is an original screen play by Wm. X. Crowley and Beryl Sachs, which boasts a supporting cast that includes Robert Kent, Etta McDaniels, Harry Holman, Lillian Bronson and John Ince.

"MURDER, YOU SAY?"



Johnny Downs and Wanda McKay receive a mysterious phone call in this scene from the Monogram comedy, "What A Man!" at the theatre.

One Col. Scene Mat No. 4

Won Contest She Didn't Enter

Wanda McKay, attractive, blonde leading lady in the Monogram comedy, "What A Man!" which comes to the theatre on had the unusual experience of winning a contest she didn't even enter—one that she had not the slightest idea was taking place.

One of the major airline companies was searching for a striking-looking girl to whom they could hand a title and exploit as a stewardess on the line. Every model in New York was considered for the job. Miss McKay's agent submitted photographs of her, but said nothing to her about it until the choice was made—and she was it. Immediately she was given a national publicity campaign as "Miss American Aviation," and then worked as a stewardess on the run between Los Angeles and New York.

Johnny Downs appears opposite Miss McKay in "What A Man!" and the supporting cast is headed by Robert Kent, Etta McDaniels, Harry Holman and Lillian Bronson.

'For Rent' Sign Is Bigger Draw Than Actress

Production was delayed during the filming of Monogram's comedy, "What A Man!" in which Johnny Downs and Wanda McKay share top honors, scheduled to open at the theatre, when the company arrived at a location site, only to discover so many people standing around that they couldn't possibly set up the cameras to film the scenes that were planned for the day.

Director William Beaudine needed a typical medium-priced apartment house, where he could shoot exterior scenes on the street and at the entrance. The dwelling would be that of Johnny Downs. Producer Barney A. Sarecky made arrangements with a landlord and the problem was settled—he thought. When the company arrived in the neighborhood, however, and drove up to the apartment house, they had difficulty reading the house number, there were so many people milling around. As soon as the manager could be located, Sarecky and Beaudine approached him and inquired where the crowd came from.

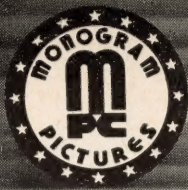
"We're used to a lot of people coming around to watch us make pictures," they said, "but we can't possibly get anywhere with this crowd. We understood you to say this was a quiet district."

"Yeah, but did I know there would be an apartment for rent today? These people have been here since daylight and they won't go home, although I keep telling them the vacancy was rented two hours ago," explained the disgruntled manager.

As a consequence, the "What A Man!" troupe returned to the studio, went back the next day and got the scenes. Featured players in the film are Etta McDaniels, Robert Kent, Lillian Bronson and Harry Holman.

STORY IN TITLES

During the filming of the Monogram production "What A Man!" hilarious comedy with Johnny Downs and Wanda McKay heading the cast, which opens at the theatre on the picture had three different titles in two weeks. In order, the titles ran: "Her Bachelor Husband," "It Happened Last Night" and "What A Man!"—a short, short story in itself.



ADVERT

YOU'LL CRY WITH LAUGHTER!

**What a Guy!
What a Gal!
What a time they
have!**



**A
MONOGRAM
PICTURE**



with JOHNNY DOWNS

**WANDA McKAY
ROBERT KENT**

Produced by BARNEY A. SARECKY
Directed by WILLIAM BEAUDINE
Original Screenplay by WILLIAM X. CROWLEY and BERYL SACHS

Two Column Ad Mat No. 22

EVER SEE A DREAM WALKING?



... right into your bachelor apartment, baggage in hand? What would YOU do? Well, this dope tried to make her go home!

**"WHAT
A MAN!"**

**JOHNNY DOWNS
WANDA McKAY
ROBERT KENT**

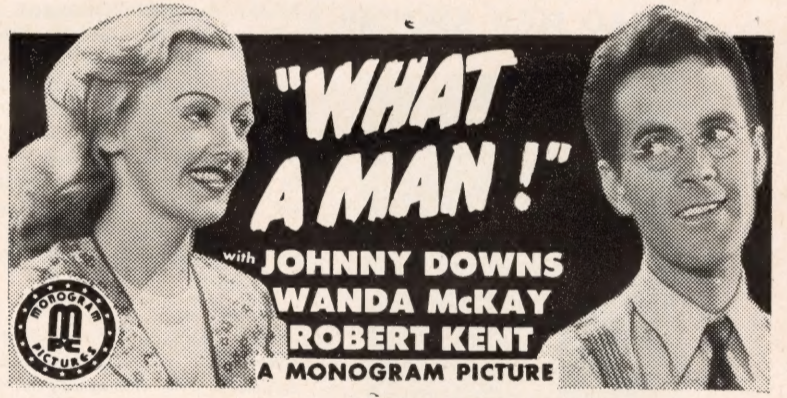
One Col. Ad Mat No. 6

Recommended for all the family by the Society of Hearty Laughters... Sixty minutes of gaylorious gigglin' guaranteed with every ticket purchased!



**"WHAT
A MAN!"**
with
**JOHNNY DOWNS
WANDA McKAY
ROBERT KENT**
A MONOGRAM PICTURE

One Col. Ad Mat No. 5



**"WHAT
A MAN!"**
with
**JOHNNY DOWNS
WANDA McKAY
ROBERT KENT**
A MONOGRAM PICTURE

Two Column Ad Mat No. 23



**"WHAT
A MAN!"**
with
**JOHNNY DOWNS
WANDA McKAY
ROBERT KENT**
A MONOGRAM PICTURE

Two Column Ad Mat No. 24

T/SING



BASHFUL BOY, BUT BEWARE!



One Col. Ad Mat No. 7

ROMANCE IN A KITCHEN!

He wonders if he should ask for a kiss...she wonders what is holding him back! Eventually this shy-guy turns try-guy... and ZOWIE!



with
JOHNNY DOWNS

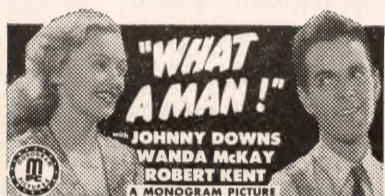
**WANDA
McKAY**

**ROBERT
KENT**

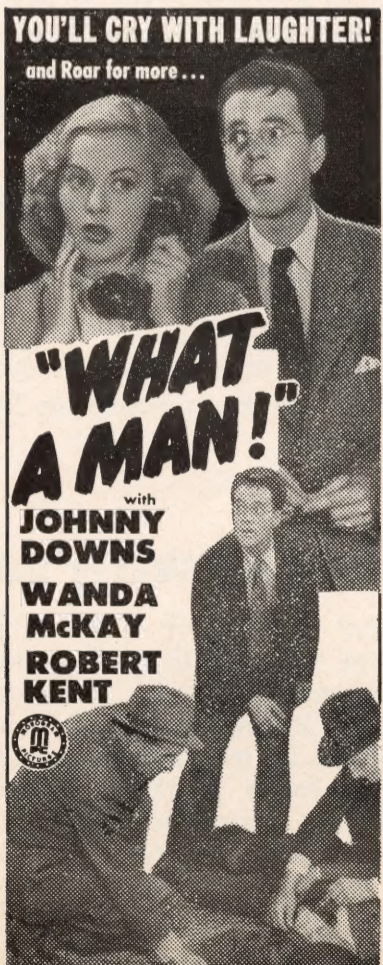
Produced by BARNEY A. SARECKY
Directed by WILLIAM BEAUDINE
Original Screenplay by WILLIAM X. CROWLEY and BERYL SACHS

A MONOGRAM PICTURE

Two Column Ad Mat No. 25



One Col. Ad Mat No. 8



YOU'LL CRY WITH LAUGHTER!
and Roar for more...

**"WHAT
A MAN!"**

with
**JOHNNY
DOWNS
WANDA
McKAY
ROBERT
KENT**

A MONOGRAM PICTURE

One Col. Ad Mat No. 9

TWO THAT COO!
When a lady trusts a man with
her nylons... it's Love!

"WHAT A MAN!"

with
**JOHNNY DOWNS
WANDA McKAY
ROBERT KENT**

A
MONOGRAM
PICTURE



Two Column Ad Mat No. 26

★ EXPLOITATION ★

FUN FOR SALE! What Could Be Better in These Times?

Whenever war, depression, jitters or troubles of any kind hit the nation, showmen the country over know there's one sure-fire remedy at the box office—LAUGHTER! Your picture, "What A Man!" fills the bill perfectly. It's gay, fast-moving and clever entertainment that an audience of any age will enjoy.

First of all, there's the highly hilarious situation of a timid, white-collar worker, soft-shoeing into his bachelor apartment one evening to find a strange woman seated in his living room, baggage strewn around the flat—a nifty looking little blonde. While running around trying to figure this one out, the poor guy becomes involved in a murder mystery outside his apartment, in the hallway. Then he is certain the woman in his apartment is the murdered gangster's moll, and possibly his murderer. As if that isn't enough in the way of life's complications to happen to one bewildered citizen, an office investigation into the management comes forth to cause him more worry. There's a gay romance as the film progresses between the bachelor and the strange girl that makes the whole show well-balanced and 100% fun.

The title reflects the story's hilarity and the cast is headed by two popular favorites. Johnny Downs, of course, has been well-known as a top-flight comedian for many years; Miss McKay can be remembered easily for her outstanding comedy performance in "One Thrilling Night," released early this year. She is a gal that's going places fast. Both of these are well taken care of, we think, on the publicity pages of this book. Make sure the whole town knows you have fun for sale! They're looking for relaxation and you've got it for them!

Try Spot Radio Announcements To Sell Those Extra Tickets!

Exhibitors throughout the country are reporting excellent results from the use of "spot" radio advertising in conjunction with the regular newspaper and billboard campaigns. "What A Man!" announcements will be doubly effective if used on the air immediately preceding or following some of the coast-to-coast (or local) comedy shows, such as Bob Hope, Skelton, Fibber McGee and Molly, Burns and Allen, Jack Benny or Kay Kyser. If listeners enjoy this type of entertainment—and comedy shows enjoy the widest following—they are sure to be interested in seeing a good laugh-filled bit of screen fare.

Many showmen have concluded agreements with their local stations whereby the broadcaster gives the theatre free time in return for trailers run on some of their featured shows. Why not try this in your situation?

Suggested spot announcements:

50 WORDS—

Announcer: Is the war getting you down? Do you worry about paying your taxes? Try this sure way of forgetting today's troubles, see the funniest, zaniest comedy of all—Johnny Downs and Wanda McKay in "What A Man!" Blank theatre now. No rationing of laugh-packed entertainment at the Blank theatre!

35 WORDS—

Announcer: War news getting you down? Worrying about next year's taxes? Try this simple, but effective, tonic for laughter—see Johnny Downs and Wanda McKay in "What A Man!" Hundreds of laughs guaranteed! Blank theatre now!

TEASER SPOTS OFF-PAGE

During the run of the picture spot single column, half-inch inserts on several pages other than the drama section of your local newspapers. Blocks read, simply: "What A Man!"

Naturally, your advertisement on the theatre page would reveal the meaning of the message. Might possibly add to the campaign by including "See theatre page" in small letters below the picture title. The latter suggestion, however, would detract and lessen the interest and cause fewer people to talk about the advertisement. Usually people thumb through a newspaper and if they see the picture title by itself several times before they reach the theatre page, they are bound to notice it there, no matter what size the ad may be.

WALKING ADVERTISEMENT

For an eye-catching man-on-the-street poster bearer, have one of the ushers, or a hired man, dress up in tights and then pad the muscular zones to ridiculous proportions. Poster would read, "You've never seen anything like it!" on the front. On the back would be "What A Man!" in large letters with name of theatre and playing date in smaller print. Instead of the regulation tights might let the man wear a pair of bright red underwear. With all the padding on arms, legs and body, the man ought to be warm enough even for days when it is snowing. Also if no men are available, you might find some kids around twelve who would think the idea a lot of fun. Dress them up the same way and let them parade around the streets.

"CHARLES ATLAS" IN LOBBY

As a side promotion from your strong man-of-the-street, you might use the same man for a supplementary stunt by having him return to your lobby periodically to perform feats of strength by lifting bells weighing two thousand pounds and other weighty objects. Naturally bells and objects would be cardboard or some other light substance. Card behind platform could read:

"See Abdul, the strong man, performing impossible feats of weight lifting before your very eyes. Once he was a weakling; now he is a muscular giant. What a man!"

This could be done in addition to the roving strong man by hiring another parader or by roping another usher.

LINE UP A DEAL WITH BARS

Bars are always in line for a lot of business around the holidays and usually folk around bars are out for amusement, so these are good spots to post play notices. It might bring in some extra customers if you lined up all the bartenders to feature a special drink for a week or so before the picture hits your house. Drink would be called the "What A Man!" cocktail—only two to a customer. Drink one and if you are still standing—what a man! Barkeeps could figure out some sort of mixture that would be an ordinary whiskey or gin drink and serve it under that name. Printed card alongside could give theatre name and picture plug.

★ EXPLOITATION ★

FIND THE MAN

Every large office has a Johnny Downs type worker in its force. Run a description of Downs' characterization in "What A Man!" and invite any office force in town to elect the man in the office who most closely resembles him in temperament and actions and to write a letter to the theatre explaining the reason for their choice. The man selected would be given passes for the show.

Description of the type: In Monogram's "What A Man!" comedy playing now at the theatre, Johnny Downs is a timid sort of person who works in a large office. He is a bachelor and everyone is certain he is scared to death of the fairer sex. All except the girls he takes out regularly — they all chorus, What a man! He does his work quickly and thoroughly but is the victim for all the office gags that can be thought up in eight hours. A really likeable sort of fellow, however, but a sucker for loaning money until payday.

ADD-A-LINE TEASER CAMPAIGN

During the four days preceding the play date of the picture at your house, start a teaser advertisement in the local papers, where you add a line each day to complete the set-up. This could be run either on the drama page, or off it, wherever you think it will be the most effective. Idea is to start with "What a guy!" and then add another line each day until the fourth when your space will be complete. You don't need to take the whole space each day, just enough room to include the lineage run. Complete teaser would look so:

WHAT A GUY! WHAT A GAL! WHAT A ROMANCE! WHAT A MAN! See Blank Theatre Advertisement	Or this copy:	BOY MEETS GIRL! BOY KISSES GIRL! BOY MARRIES GIRL! Oh Boy—WHAT A MAN! See Blank Theatre Advertisement
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A further suggestion would be to run each day's line in caps with the preceding copy in smaller letters so that when you finish all is in smaller type except WHAT A MAN!

GET GIRL'S IDEA OF GUY THEY'D CALL "WHAT A MAN!"

In advance of the opening date, start a writing contest among the women readers of the newspapers on the subject: "The kind of guy about whom I'd say 'What a man!'"

They should write in a few words, their idea of the perfect man for them. It could be about a movie actor, radio star, soldier friend, some other celebrity, or even their husband. Best letters would be published in the paper and tickets for the show would be awarded the winners. Contest could establish whether ladies prefer blonds, brunets, mustaches, six-footers or five-by-fives. Ought to prove interesting to the male readers as well.

GIVE ATHLETE PICTURE TITLE

If there is a wrestling or boxing stadium near your theatre, or any other kind of arena where strength rules mightiest, offer an added prize to the winner of a certain event and award it to him in the stadium, after victory is his, and also confer the title of "What A Man!" upon him. The best bet for the presentation would be a very cute girl who would seal the deal with a kiss.

Might also ask the high school or college kids to vote for their star, all-around athlete, awarding him the same honor, either on the stage of the theatre or in the football stadium. Papers should give a good play on this, especially if the girl is attractive and the kiss is genuinely spontaneous and has the desired effect on the modest recipient.

POPULAR WASH POWDER TIE-UP



Here's a scene still that is made to order for posting in markets or any shop where the Duz washing powder is sold. Johnny Downs and Wanda McKay are using the soap here for dish washing.

Neatly mounted on a small cardboard with the theatre name, picture title and play date printed on the board, the arrangement should fit in with any merchant's usual soap display, in the section where they keep Duz. This mat can be obtained from the Pressbook Editor, Monogram Pictures Corp., Hollywood, 27, California.

NOTHING NUTTY ABOUT THIS

Here's a variation on the "How many beans in this bowl?" gag that can be set up in your lobby, attract loads of attention and sell "What A Man!" well in advance of the opening date.

Fill a large bowl—large as display permits—with all kinds of nuts, shelled or not, peanuts, walnuts, pistachios, etc. Throughout the interior of the bowl, and pasted to the glass, place cut-outs of Johnny Downs, Wanda McKay, Robert Kent, Etta McDaniels and Harry Holman, who are featured in the picture. Trick, of course, is for your patrons to guess how many nuts, exclusive of the actors, there are in the bowl. You can hand out passes to the winners.

Your come-on card should have copy similar to this:

"Guess how many nuts there are in this bowl and win four passes to 'What A Man!' when it opens next night. No matter how many nuts you think there are in this bowl, there are twice as many appearing in the picture and much more nutty situations."

Newsboys Will Like the Picture

Reams of publicity can be gleaned through the circulation departments of the local newspapers. Tickets for the attraction might be offered to paper boys or others who obtain a subscription to the paper. A special matinee, with roped-off section for the newsboys, might be acceptable in your situation. In return for the free show (or special rate) arrange to have the boys put signs on their backs, or on their bikes, while working their corners or routes. You'll find the newsboys are pretty good salesmen, too, when they see something they like and the word-of-mouth publicity will prove worthwhile.

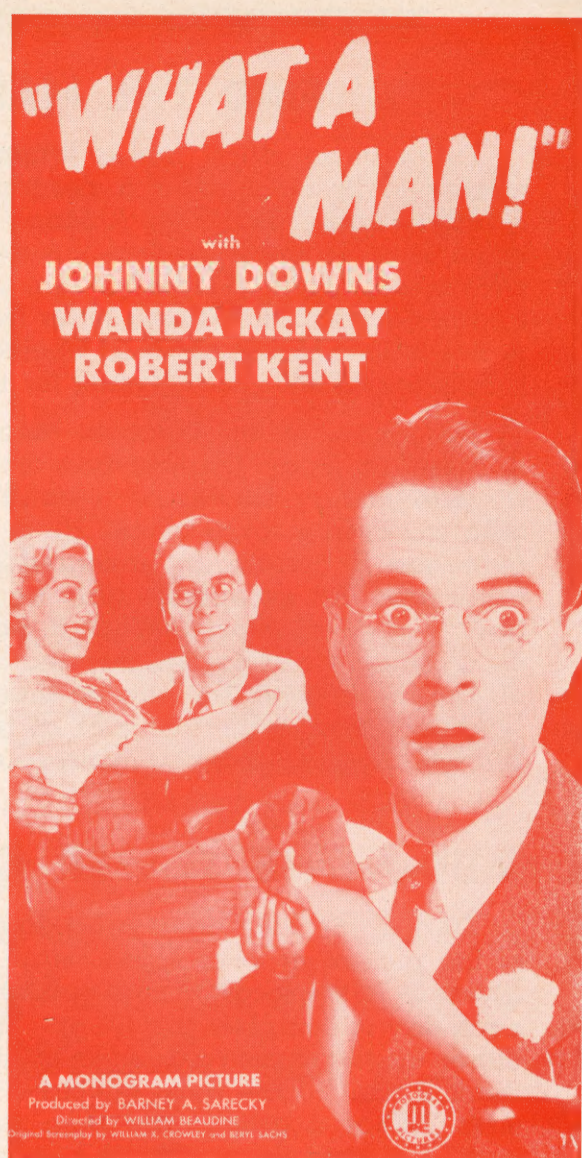
HERO FEATURE IN NEWSPAPERS

Line up a cooperative deal with the leading newspaper in your city and co-sponsor a daily feature honoring local war heroes. Should be run for a week or two preceding playdate of this picture as well as during the run at your theatre. Idea would be to dig up old stories of heroic deeds performed by local lads and run them in a box with the heading "WHAT A MAN!" Theatre and newspaper would then send the boy, or his closest relative, a carton of cigarets, a box of candy or some similar token of appreciation. Might be a good feature to continue if the cost is not too high and the results are favorable.

PLENTY OF "SOCK" IN THESE ACCESSORIES



SIX SHEET



THREE SHEET

INSERT CARD AND SET OF EIGHT
FULL-COLORED 11" x 14" LOBBIES
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CLEVELAND, OHIO
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DENVER, COLORADO
DES MOINES, IOWA
DETROIT, MICHIGAN
INDIANAPOLIS, INDIANA
KANSAS CITY, MISSOURI
LOS ANGELES, CALIF.
MEMPHIS, TENNESSEE
MILWAUKEE, WISCONSIN
MINNEAPOLIS, MINNESOTA
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SET OF TWO 22"x28" CARDS